



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 201284 /		<u>Alt Order #</u>
<u>Product</u> MURPHY FOR SENATE 2012		
<u>Contract Dates</u> 08/27/12 - 09/02/12		<u>Estimate #</u> 11686
<u>Advertiser</u> POL/Murphy for Senate (D)		<u>Original Date / Revision</u> 08/24/12 / 08/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> WTNH National House	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

And:

Media Strategies & Research
11350 Random Hills Road
Suite 670
Fairfax, VA 22030
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/28/12	08/31/12	News 8 @ 5a-6a	530a-6a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-1-11--				3	\$400.00			
N 2	WTNH	08/27/12	08/31/12	News 8 @ 6a	6a-7a		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	11111--				5	\$450.00			
N 3	WTNH	08/27/12	08/31/12	GMA	7a-9a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	11111--				5	\$500.00			
N 4	WTNH	09/02/12	09/02/12	GMA SaSu	8a-9a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-----S				1	\$350.00			
N 5	WTNH	08/28/12	08/30/12	M-F 9a-10a	9a-10a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-1-1---				2	\$300.00			
N 6	WTNH	08/31/12	08/31/12	The View	11a-12p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	----F--				1	\$450.00			
N 7	WTNH	08/29/12	08/31/12	News 8 Noon	12p-1230p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	--1-1--				2	\$350.00			
N 8	WTNH	08/27/12	08/27/12	The Chew	1p-2p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	M-----				1	\$300.00			
N 9	WTNH	08/30/12	08/30/12	General Hospital	General Hospital		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	---T---				1	\$350.00			
N 10	WTNH	08/27/12	08/31/12	Early Fringe M-F	4p-430p		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	1-1-1--				3	\$450.00			
N 11	WTNH	08/27/12	08/31/12	Early Fringe M-F	430p-5p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	11-11--				4	\$450.00			
N 12	WTNH	08/27/12	08/31/12	News 8 5p-6p	5p-6p		:30			NM	10	\$7,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
201284 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/27/12 - 09/02/12	MURPHY FOR SENATE	11686

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Murphy for Senate (I	08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	22222--				10	\$750.00			
N 13	WTNH	08/27/12	08/31/12	News 8 6p-630p	6p-630p		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	11111--				5	\$1,000.00			
N 14	WTNH	09/01/12	09/01/12	Sa News 8 @ 7p	7p-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$500.00			
N 15	WTNH	08/28/12	08/31/12	M-F 7p-730p	7p-730p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-1--1--				2	\$1,200.00			
N 16	WTNH	08/27/12	08/30/12	M-F 730p-8p	730p-8p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1111---				4	\$1,000.00			
N 17	WTNH	08/27/12	08/27/12	Mon 8-10p	8p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-----				1	\$4,000.00			
N 18	WTNH	08/29/12	08/29/12	Wed 9-930p	Wed 9-930p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$5,000.00			
N 19	WTNH	08/30/12	08/30/12	Thur Hour 2	9p-10p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$3,000.00			
N 20	WTNH	08/27/12	08/31/12	Late News 8	11p-1135p		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	11111--				5	\$1,000.00			
N 21	WTNH	09/01/12	09/01/12	Sa News 8 Late News Late	1130p-12a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$400.00			
N 22	WTNH	09/02/12	09/02/12	Late News Su	11p-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,000.00			
N 23	WTNH	08/27/12	08/30/12	Jimmy Kimmel	120630a-10630a		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1111---				4	\$200.00			
N 24	WTNH	08/29/12	08/29/12	Nightline	1135p-120630a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$500.00			
Totals											65	\$50,950.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/02/12	65	\$50,950.00	\$43,307.50
Totals	65	\$50,950.00	\$43,307.50

Signature: _____ **Date:** _____

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Station Order Revised Murphy for Senate 2012

Market: Hartford, CT

Flight Dates: Monday, August 27, 2012 to Sunday, September 02, 2012

Estimate ID

11686

Contact: Roger Megroz

Email: Roger.Hess@wtnh.com

Phone: 203-784-8888

Fax: 203-784-8912

Direct:

201284

WTNH-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
WTNH 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$400.00 \$1,200.00	2	1		1	1			3
WTNH 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$450.00 \$2,250.00	2	1	1	1	1			5
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$500.00 \$2,500.00	2	1	1	1	1			5
Good Morning Sun 8:00 AM 9:00 AM	EM	Su 30	\$350.00 \$350.00							1	1
Dr. Phil 9:00 AM 10:00 AM	DT	M-F 30	\$300.00 \$600.00	2	1		1				2
The View 11:00 AM 12:00 PM	DT	M-F 30	\$450.00 \$450.00					1			1
WTNH Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$350.00 \$700.00			1		1			2
The Chew 1:00 PM 2:00 PM	DT	M-F 30	\$300.00 \$300.00	2	1						1
General Hospital 3:00 PM 4:00 PM	EF	M-F 30	\$350.00 \$350.00	2			1				1
Judge Judy 4:00 PM 4:30 PM	EF	M-F 30	\$450.00 \$1,350.00	2	1	1		1			3
Judge Judy 4:30 PM 5:00 PM	EF	M-F 30	\$450.00 \$1,800.00	2	1	1	1	1			4
WTNH 5p News 5:00 PM 6:00 PM	EN	M-F 30	\$750.00 \$7,500.00	2	2	2	2	2			10

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/23/2012 11:44:46 AM

WTNH-TV

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rachael@mediastrategies.com



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Email: Roger.Hess@wtnh.com

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WTNH-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
WTNH 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$1,000.00 \$5,000.00	2 1	1	1	1	1			5
Saturday 7p News 7:00 PM 7:30 PM	EN	Sa 30	\$500.00 \$500.00						1		1
Jeopardy 7:00 PM 7:30 PM	PA	M-F 30	\$1,200.00 \$2,400.00		1			1			2
Wheel Of Fortune 7:30 PM 8:00 PM	PA	M-F 30	\$1,000.00 \$4,000.00	2 1	1	1	1				4
Bachelor Pad 8:00 PM 10:00 PM	PT	M 30	\$4,000.00 \$4,000.00	1	1						1
Modern Family 9:00 PM 9:30 PM	PT	W 30	\$5,000.00 \$5,000.00			1					1
Rookie Blue 9:00 PM 10:00 PM	PT	Th 30	\$3,000.00 \$3,000.00				1				1
WTNH 11p News 11:00 PM 11:35 PM	LN	M-F 30	\$1,000.00 \$5,000.00	2 1	1	1	1	1			5
Saturday 11p News 11:00 PM - 11:35 PM 11:30P - 12:05AM	LN	Sa 30	\$400.00 \$400.00						1		1
Sunday 11p News 11:00 PM 11:35 PM	LN	Su 30	\$1,000.00 \$1,000.00							1	1
Jimmy Kimmel 12:05 AM 1:05 AM	LF	M-F 30	\$200.00 \$800.00	2 1	1	1	1				4
Nightline 11:35 PM 12:05 AM	LF	M-F 30	\$500.00 \$500.00			1					1

Rachael Beale

Media Strategies and Research

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Date/Time Sent: 8/23/2012 11:44:47 AM

WTNH-TV

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rachael@mediastategies.com



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WTNH-TV

Program Name	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
	DP	Length		Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
Station Gross Totals			\$50,950.00	12	12	12	13	12	2	2	65

ok!
Roger Hess 8/23/12

Rachael Beale
Media Strategies and Research
11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 8/23/2012 11:44:47 AM

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